

Academic Year: ( 2023 / 2024 )

Review date: 10-06-2021

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Master Final Project ECTS Credits : 6.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The public defence of the Master Thesis can only take place if the student has passed all the credits (ECTS) of the compulsory (C) and optional (OP) subjects of the Master, except for the internships.

## OBJECTIVES

CB6, To have and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

CG1, To know the basis of advertising communication theories.

CG2, To understand the functioning of creative processes in advertising communication.

CG3, To apply marketing research tools in the field of advertising communication.

CG4, To identify the brands strategy in the current saturated advertising market.

CG5, To know the new trends in advertising communication according to the changes of the digital society.

CE1, To apply the main advertising theories to the different formats of digital communication.

CE2, To contextualize historically Advertising Communication and the current problems it faces.

CE3, To identify creative techniques from the creation of the concept to the advertising campaign.

CE4, To plan emerging actions in the field of new advertising communication.

CE5, To identify research problems and apply the most relevant qualitative and quantitative methodologies and tools in each case for the study of communicative phenomena in Advertising.

CE6, To apply market research to evaluate advertising effectiveness.

CE7, To analyze market data to design a strategic communication plan.

CE8, To identify the main models of new consumer behavior and the determining variables.

CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

CE11, To plan, manage and create transmedia projects.

## DESCRIPTION OF CONTENTS: PROGRAMME

The Master Thesis in the Master in Advertising Communication has a course load of 6 ECTS credits, corresponds to the second semester and is compulsory. It can be presented and defended either in Spanish or English and consists of an original and unpublished work accompanied by an academic memory, according to the different specializations offered. The objective of the Master Thesis is for the student to demonstrate the acquisition of the general and specific competences of the Program. It will be done individually (exclusively in research specialization) or in a group of three students (the three other specializations). If done by a group of students, each one will be responsible for a part of the Master Thesis clearly identifiable and will receive an individual mark by the judging commission derived from the mark of the Master Thesis.

According to the Program Verification Report, the following stages of development will be taken into consideration during the progress of the Master Thesis:

- Acquisition of the analytical capacity on the subject.
- Organization and planning of the work.
- Use of relevant basic bibliography on a topic.
- Recollection, organization, processing and analysis of data from the techniques learned.
- Translation of all of this knowledge into a proposal whose quality will be measured as part of the final mark.

For the development of the Master Thesis, the following elements must be taken into consideration:

- Assignment to the field of advertising communication and the curricular contents of the Program.
- Application of the results to a real professional context.
- Innovative character, either in the selection of development tools, content or communicative format.
- Ethical commitment respectful of the current legal framework, democratic values and deontology of the advertising profession.

Before the end of the teaching sessions of each academic year, each student or group of students who will work together will communicate to the coordination of Master Thesis the choice of the specialization to which they want to be assigned, so a tutor can be appointed.

The specializations of the Master Thesis are the following:

- a) Advertising campaign based on a briefing.
- b) Communication plan for a company / organization.
- c) Transmedia advertising project Bible.
- d) Original research on advertising communication.

The Master Thesis must be accompanied with an academic report whose characteristics are established in each specialization. The submission will be using the Aula Global platform, according to the procedures of the School of Graduate Studies.

## LEARNING ACTIVITIES AND METHODOLOGY

The tutors of the Master Thesis will be appointed by the academic committee of the Program according to the specialization preferences of the students. The tutors will be either lecturers teaching in the Master or members of the respective academic units which organize it (Institute for the Business Development [INDEM] and the Department of Journalism and Audiovisual Communication). The

academic tutor will guide the student in the planning and completion of the Master Thesis, ensuring that the objectives set are met. The tutor will also be responsible for making a favourable or unfavourable report on the advisability of defending the Master Thesis. During the elaboration of the Master Thesis, the student or group of students must present to the tutor the progress of the work in the terms and by the channels agreed by both parts. After a tutor is appointed, he will have a minimum of 3 meetings with the student/students.

#### ASSESSMENT SYSTEM

See: "Detailed subject contents or complementary information about assessment system".

[http://www3.uc3m.es/reina/ENVIOS/Idioma\\_2/2017/326.17132.pdf?time=1518624862722](http://www3.uc3m.es/reina/ENVIOS/Idioma_2/2017/326.17132.pdf?time=1518624862722)

The University uses the Turnitin Feedback Studio program within the Aula Global for the delivery of student work. This program compares the originality of the work delivered by each student with millions of electronic resources and detects those parts of the text that are copied and pasted. If the student has correctly made the appointment and the bibliographic reference of the documents he uses as a source, Turnitin will not mark it as plagiarism.

The evaluation matrix used will be the official one of the Graduate School.

The examining board will consist of two members, whose evaluation will account for 70% of the final mark. The remaining 30% will be the tutor's mark.